

ORDER



WAVY

Orders
Order / Rev: 197363
Alt Order #: 06840155
Product Desc: 8/9-8/14 AMER. FOR PROSPERITY
Estimate: 288
Flight Dates: 08/09/12 - 08/14/12
Original Date / Rev: 08/09/12 / 08/10/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Americans For Prosperity
Demographic: A50+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN15077/IN15162/SP9358
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	51	\$49,700.00	\$42,245.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$49,700.00	\$42,245.00	0.00
Totals	51	\$49,700.00	\$42,245.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/10/12	08/12/12	Olympic Prime Olympic Prime	CM	Olympic Prime	----FSS	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
2012 SUMMER OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----FSS					1	\$5,000.00		0.00			
E 2	WAVY	08/11/12	08/12/12	Olympic Daytime WKND Olympic Daytime WKND	CM	Olympic Daytime V-	----SS	:30	2	\$1,600.00	P1	0.00	NM	2	\$3,200.00
2012 SUMMER OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----SS					2	\$1,600.00		0.00			
N 3	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					2	\$400.00		0.00			
N 4	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					2	\$800.00		0.00			
N 5	WAVY	08/11/12	08/11/12	Olympics Sat Today Olympic Sat Today	CM	Olympic Sat Today-	-----S-	:30	4	\$1,200.00	P1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					4	\$1,200.00		0.00			
N 6	WAVY	08/11/12	08/11/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WAVY	08/11/12	08/11/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			2		\$500.00		0.00				
N 7	WAVY	08/12/12	08/12/12	WAVY News 10 Sunday 6a WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			2		\$400.00		0.00				
N 8	WAVY	08/12/12	08/12/12	Olympic Daytime WKND Olympic Daytime WKND	CM	Olympic Daytime V-	-----S	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
		2012 SUMMER OLYMPICS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$1,600.00		0.00				
N 9	WAVY	08/12/12	08/12/12	Meet the Press Meet the Press	CM	9a-10a	-----S	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			2		\$1,200.00		0.00				
N 10	WAVY	08/12/12	08/12/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			2		\$500.00		0.00				
N 11	WAVY	08/13/12	08/14/12	Today Show 2 Today Show 2	CM	9a-10a	MT-----	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			4		\$500.00		0.00				
N 12	WAVY	08/13/12	08/14/12	Today Show 3 Today Show 3	CM	10a-11a	MT-----	:30	4	\$400.00	P1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			4		\$400.00		0.00				
N 13	WAVY	08/13/12	08/14/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	MT-----	:30	4	\$250.00	P2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			4		\$250.00		0.00				
N 14	WAVY	08/13/12	08/14/12	M-F 4-5p M-F 4-5p	CM	4p-5p	MT-----	:30	4	\$400.00	P2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			4		\$400.00		0.00				
N 15	WAVY	08/13/12	08/14/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	MT-----	:30	2	\$1,500.00	P1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			2		\$1,500.00		0.00				
N 16	WAVY	08/13/12	08/14/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	MT-----	:30	3	\$1,500.00	P1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			3		\$1,500.00		0.00				
N 17	WAVY	08/13/12	08/14/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			2		\$1,800.00		0.00				
N 18	WAVY	08/13/12	08/14/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	MT-----	:30	2	\$2,500.00	P1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			2		\$2,500.00		0.00				
N 19	WAVY	08/13/12	08/14/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	MT-----	:30	4	\$400.00	P2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			4		\$400.00		0.00				
N 20	WAVY	08/13/12	08/14/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	MT-----	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00

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N20	WAVY	08/13/12	08/14/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	MT-----	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	MT-----	2		\$1,800.00		0.00						
													Totals	51	\$49,700.00